



Marketing News You Can Use

Delaware Department of Agriculture
Marketing Section



A MESSAGE FROM THE SECRETARY

Dear Fellow Farmers and Friends of Agriculture,

October is right around the corner and our growers are into corn harvest. While recent wet weather has kept farmers out of the field, folks in the grain industry tell me that an outstanding harvest is in store. I'm told it might rank among the top five corn harvests in Delaware and Delmarva's history.



While it is too early to judge soybeans, most bean fields have looked good through the season, obtaining more height and just looking better than recent years. Let's hope the appearances reflect good yields when soybean harvest begins.

While I don't want to jinx things and offer premature congratulations, the harvest does look promising. This is a tribute to the great job farmers do, investing

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While I don't want to jinx things and offer premature congratulations, the harvest does look promising. This is a tribute to the great job farmers do, investing in new technology and management practices that make a difference, not only to yields, but hopefully to their bottom line.

Harvest is an extremely stressful and busy time. Long hours on the combine, moving trucks to the mill and all the rest of it can take its toll. On behalf of everyone at the Delaware Department of Agriculture (DDA) and the total agricultural community, please be careful. Take a break, get some rest and be alert. Harvest is important, but safety comes first. Again, best wishes to a successful fall harvest.

Sincerely,



Ed Kee, Secretary of Agriculture
edwin.kee@state.de.us
(302) 698-4500



FARM FACTS:

*Sussex & Kent Counties
are within the top 2-
percent of vegetable pro-
ducing counties in the
U.S.*



Farmers & Chefs...the Perfect Match!



An estimated 650 hungry people poured through the doors of the Chase Center on the Riverfront in Wilmington on the evening of September 17 for the 2nd Annual “Farmer and the Chef” March of Dimes fundraiser. No one left disappointed. And the event raised an estimated \$50,000.

The premise, as in the past, centered on partnering many of Delaware’s finest executive chefs and culinary masters with the state’s farming community, both big and small vegetable and fruit growers up and down the First State, as well as agricultural value-added producers. Last year there were nearly 20 tasting stations, or pairings, but that number doubled this year! Farmers supplied produce or herbs from their farms to restaurant chefs who in turn would prepare mouth watering dishes focusing on those fresh, local ingredients for the public to partake. The formula has proven to be more than successful, as evidenced by the feedback of the farmers, chefs and patrons.



Dogfish Head Brewery, Fierro Cheeses (made with Hy-Point Dairy products) and Woodside Creamery (varieties of ice cream and homemade fudge).

Puddin’ (gourmet rice puddings made with Lewes Dairy products),



Leading the charge again this year from the March of Dimes office in Wilmington were Aleks Casper, State Director, and Jen Uro, Community Director. Casper and Uro spent countless hours with their staff organizing the event, which included assembling dozens of silent auction and raffle items. The range of items varied greatly, and included things like autographed merchandise from singers Bruce Springsteen and John Mellencamp, as well as Baltimore Ravens quarterback Joe Flacco and donated books, gift baskets,



“Wow, did you try what they (Home Grown Café and Chef Eric Aber) did with my corn and limas?” asked Tom Smith of T.S. Smith & Sons in Bridgeville. “He really did a great

job!” The compliments were two-way all night, with chefs relishing the freshness of the Delaware produce and the farmers amazed at the dishes served up by the kitchen artists.

A sampling of dishes included: pumpkin soup, chicken cordon bleu, focaccia bread with herbs, cheese and vegetables (all locally grown), grilled scallops topped with salsa, apple cider donuts, apple fritters, miniature apple dumplings, various pork dishes, farm raised tilapia covered in seasonings & vegetables and even watermelon martinis!

Value added vendors and producers also stocked the building with tasty samples. This included: Sap’s

terback Joe Flacco and donated books, gift baskets, and certificates for dinner or tours at participating restaurants, wineries and breweries.

The evening began with some opening remarks from U.S. Congressman Michael Castle, followed by New Castle County Executive Chris Coons. Both spoke of the positive mission March of Dimes pursues in helping mothers and their babies achieve good health, particularly during pregnancy. Castle also talked about the importance of agriculture in the Diamond State and thanked both the farmers and restaurants on hand for their participation.



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Farmers & Chefs...the Perfect Match!

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The 2009 People's Choice Winners for The Farmer and The Chef are:

- 1st Place – Cafe Scalessa & CT Bartoli Mushrooms;
- 2nd Place – Immediato's Catering & Willey Farms and Powers Farm;
- Tied for 3rd – Delcastle High School & Kalmar Farm and Sodexo with Pine Hill Farm and Shellbark Hollow Farms

If you would like to buy a 2009 Cook Book, they are available for \$5 by calling The March of Dimes at (302) 225-1020.

For more information about the Farmer and Chef, an exciting and worthwhile event that is growing every year, visit their website at: www.thefarmerandthechef.com

If you are interested in possibly participating next September, contact the Delaware Department of Agriculture's marketing team for more information.

Congratulations to all the winners! See you next year. **Save the Date – September 16, 2010.**



Fifer Orchards, Inc. continues to celebrate its 90th Anniversary with the following events:

5th Annual Fifer Fall Fest (Favor the Seasons) featuring a 5-acre Corn Maze

Monday thru Saturday. Closed Sundays

10 a.m.-4 p.m.; Groups by appointment

September 21-October 31

U-Pick Apples

Fridays and Saturdays – 10 a.m.-4 p.m.

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Wagon Ride to the Dwarf Apple Orchard
Pick and pay by the pound

U-Pick Pumpkins

Normal store hours
Pick and pay by the pumpkin

4-H Front Porch Demo

October 10; 11 a.m.-1 p.m.
Samples and Recipes prepared by 4-H Club members

Canning College

October 10; 1 p.m.-2 p.m.
Kathleen Splane, UD Cooperative Extension
Instruction on canning and freezing fruits and vegetables

Holiday Open House

November 4; 10 a.m.-4 p.m.
Features holiday gift and entertaining ideas
Refreshments and Door Prizes

For more details and product availability visit www.fiferorchards.com or call (866) 697-2141.



What's In Season?

Fall is here.....but there continues to be plenty of Delaware fresh fruits and vegetables available for healthy eating.

Currently in-season:

Apples, Brussel Sprouts, Black Eyes Peas, Cabbage, Carrots, Cauliflower, Chestnuts, Collard Greens, Cucumbers, Eggplant, Green Onions, Herbs, Kale, Leaf Lettuce, Lima Beans, Mushrooms, Parsley, Pears, Peppers, Pumpkins, Radishes, Snap Beans, Spinach, Squash, Sweet Corn, Sweet Potatoes, Tomatoes, Turnip Greens and Turnips.

All the fruits and veggies listed can be found at Delaware's farmers' markets, on-the-farm markets, roadside stands and in many area grocery stores.

Here are two recipes you may enjoy.

Recipe: Sweet Potato Pear Bake



and remaining butter. Cook until heated through. Drizzle half over pears. Bake, uncovered, at 350 degrees for 30 minutes. Drizzle with the remaining honey mixture. Bake 15 minutes longer. Fill pear halves with cranberry sauce.

Recipe: Callaloo Soup



Ingredients:

2 teaspoons vegetable oil
1 1/2 cups chopped onion
3 cloves garlic, pressed
2 teaspoons grated fresh ginger root
1/4 teaspoon ground allspice



Ingredients:

6 pear halves
3 cups cold mashed sweet potatoes
4 tablespoons butter or margarine, melted, divided
3 tablespoons brown sugar
1/4 teaspoon salt
1/4 teaspoon ground nutmeg
2 tablespoons honey
1 tablespoon grated orange peel
6 tablespoons whole berry cranberry sauce

Directions:

In a mixing bowl, combine the sweet potatoes, 3 tablespoons butter, brown sugar, salt and nutmeg. Beat until combined. Spoon into a greased shallow 1-1/2 qt. baking dish. Arrange pear halves onto top, cut side up. In a small saucepan, combine the honey, orange peel

1/4 teaspoon ground allspice
1 teaspoon ground turmeric
2 teaspoons ground coriander
1/2 teaspoon ground dried thyme
5 cups vegetable stock
2 cups diced peeled sweet potatoes
3 cups chopped kale
1 cup frozen sliced okra
1 cup coconut milk
1 cup diced tomato
1 cup black-eye peas, boiled, rinsed and drained
2 tablespoons lime juice, or to taste

Directions:

Heat the vegetable oil in a large pot over medium heat. Stir in the onion, garlic, and ginger; cook and stir until the onion has softened and turned translucent, about 5 minutes. Sprinkle in the allspice, turmeric, coriander, and thyme; cook 1 minute longer. Pour in the vegetable stock and sweet potatoes and bring to a boil; reduce heat to medium-low; cover and simmer 5 minutes. Add the kale and okra; simmer 5 minutes. Stir in the coconut milk, tomato, black-eye peas, and lime juice. Simmer about 5 minutes longer until the vegetables are tender.